

Progressive Return of Automobile Sales Expected by Dealers

Extending Credit to Europe Will Help Automobile Industry in America; Manufacturing Concerns Prepare for Record Sales During 1921

A progressive return to a "sound" and "normal" for America's automobile industry is indicated by the optimism just made public by the manufacturers and accessory manufacturers on present conditions and outlook for 1921.

The association asked its 284 members to make candid statements as to the facts and figures rather than predictions. These statements are the country's major source of information on the automotive industry in the basic vitality and growth of the automobile industry is still the prevailing opinion. The responses to the symposium are the following: The industry has learned its lesson in the school of depression. The recent depression has produced in the industry a new outlook. The industry is now looking toward stabilization of the market. The industry is now looking toward the future with confidence. The industry is now looking toward the future with confidence.

AUTO FIGURES FOR 1920 GIVEN

More Than 2,000,000 Cars Were Manufactured; 1921 Expected to Shatter Records

There were 2,241,000 automotive vehicles produced in the United States during 1920, according to compilations just issued by the National Automobile Chamber of Commerce. Of this number 1,908,000 were passenger cars and 333,000 were trucks. The wholesale value of cars and trucks amounted to \$2,136,183,675. The wholesale value of cars alone was \$1,702,437,219, and of trucks alone was \$433,746,456.

The average wholesale price of motor trucks was \$1273. There were 170 motor truck manufacturers and 90 passenger car manufacturers in production, and their factories are located in 32 states. There were 300,000 employees engaged in car and truck manufacture.

AUTO ENGINES GROW SMALLER

Tendency Toward Higher Efficiency for Size Shown by Essex

The constant tendency toward increased efficiency and decreased size in automobile engines is shown by the Essex power plant, says L. L. Haines, manager of the Ogden Motor Car Co., distributor of Essex, Hudson and Chevrolet motor cars. The cylinders of the Essex engine are actually smaller in diameter than those of a Ford, but the Essex easily yields more than 50 horsepower. The smaller motor, of course, means greater economy in gasoline and the decreased weight results in a decided saving on tires.

ROADS WILL BE TOPIC AT CHICAGO

Meeting of Representatives Set for February Expected to Be Banner One

The next congress will be urged, according to the program formulated by the American Road Builders' association, for its nation-wide good roads congress and national good roads show to be held in Chicago, February 9 to 12, to extend for five years the federal road-building program which by law terminates with the close of the government's present fiscal year. Congress will be urged to provide additional funds for expenditure under the terms of existing legislation, and the newly formed program of the congressional leaders at the rate of at least \$100,000,000 for each of the five years beginning July 1, 1921. In the advocacy of this program the American Road Builders' association will be in hearty accord with the attitude expressed by Secretary of Agriculture Meredith in his recent annual report.

FIRST AID TO MOTOR LATEST

United States Starts New Department for Auto Owners

WASHINGTON—The United States department of agriculture is functioning in a new role—that of first aid to the motorist in the matter of engine trouble.

An announcement just given out by the department says: With the approach of cold weather many tractor, automobile and gasoline owners who have experienced trouble in starting their motors are calling on the United States department of agriculture for help. In return they are getting information that is of material assistance in solving the difficulty.

The enormous appropriations for highway work already made by states and municipalities—appropriations that total more than one billion dollars according to the most reliable reports covering bond issues and direct levies for road building and road maintenance, presage, it is believed, an unprecedented volume of road building in 1921. The sum of \$271,000,000 voted in bond issues or appropriated eight states recently, added to bond issues passed by eight other states since 1918, makes \$543,800,000 already available for road work in sixteen states. Funds still available through federal aid are placed at \$150,000,000 by officials of the bureau of public roads. In addition, funds obtained from direct levies and other sources of state revenue and county issues are estimated to amount to \$256,200,000. The Chicago meeting will bring together from all parts of the country the men who will supervise the expenditures of these vast appropriations for a thorough discussion of their problems and an accurate estimate as to the future.

How About That Job On Your Car?

Every owner who drove his car last year knows there is some attention needed on it before another season.

Looseness, worn parts and motor inefficiency are conditions requiring expert attention at least once a year. If neglected the cost of these jobs will count against you just the same, through undue depreciation of your car.

With well experienced workmen and an honest desire to please, we are going to give every car which comes into our shop the individual and careful attention which will make its owner feel that the job was well worth the cost.

Ogden Motor Car Company

2345-55 Hudson Avenue
HUDSON ESSEX CHEVROLET

OPTIMISM RULES AT AUTO SHOWS

Eighty-eight Makes, Seven Brand New, Exhibited in New York

BY E. M. THIERRY
NEW YORK, Jan. 29.—Pessimism is an obsolete word in the automobile business. It's the open season for auto shows, and auto men are radiating optimism.

Everyone of them has grabbed a horn and is blowing it hard. Auto salesmen are polishing up their smiles and filling up their tanks with conversational talk. They're getting ready for the big talk. For the word is going around that the buying public will soon be in the market again for everything from fillets to limousines and from self-starting tire pumps to non-skid motors.

Months from now you'll hear about this New York show. The moment a lynch-eyed salesman catches you off your guard staring through the plate glass at the new model whizzer in the show window, he'll pump you full of statistics about how the this and that car and the so and so roadster took the blue ribbon at the New York show. So you might as well know about the big town's show right now.

Naturally it breaks all records. All auto shows do. But this one does—the press agent crosses his heart and hopes to die that it does.

83 MAKES ARE SHOWN
There are 400 exhibitors and 88 makes of passenger cars, including from 3 to 6 models of each. Nine of them are brand new makes, never shown before—the Dupont, Friend, Hanson, Hatfield, Lafayette, Lincoln, Lorraine, Noma and Piedmont. All are gasoline cars.

"Body design rather than mechanical operation will be the big feature of the 1921 show," said S. A. Miles, show manager. "Operation was brought to a high degree of efficiency during the war. Now the manufacturer has turned to exclusiveness in body design."

NO BIG BODY CHANGES
There will be no radical changes among the several hundred models. Manufacturers are tending to conservatism and the most pronounced change is in the straight lines. Many engines have been improved, but entries show the four and six cylinder types predominating.

Show week will not be merely a period of display of cars and accessories. Further steps of progress are expected to result from the business meetings arranged by the Automobile Chamber of Commerce and the Society of Automotive Engineers.

Proposals will be discussed to introduce European styles of small cars into America. The increase of the efficiency of the automotive chassis to conserve fuel will be a topic. Engineers will go into every angle of the fuel subject, all the way from crank case dilution and such mysterious things as "phenomena of combustion" and "flame propagation" to the elimination of the well-known and always irritating "knock."

TO RELIEVE THE TENSION
They will talk about highways and engines and gas and service stations and there will be several banquets

to relieve the tension. At the banquets the "watch our dust" sign will be out for they will be dry.

In the meantime, there will be numerous association meetings, of service men, rubber men, accessories manufacturers and automobile dealers.

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"Out From The Period Of Readjustment" Service and Stability

The motoring public of today will profit by those past unsettled conditions experienced during the time of reconstruction. The prospective buyer will demand greater stability in value and service backing for his investment both on automobile and equipment.

The day of freakish change in design every season has passed and people are going to patronize the old standard companies who have held to and perfected those standards of designs which have held up under all conditions.

The manufacturers of Willys-Knights, Cadillacs and Overlands wish to impress upon the public's mind that they will adhere to their present models and only detailed changes will be made as conditions demand.

This means that their owners will profit as they have in the past, by adherence to standards in

chassis and body design, the owner of a car today will know that his car is not going to be overshadowed by radical changes in design every season and that his investment will always have a good trade-in value.

The stability of the dealer will also be given more consideration and he will profit by the good will he has created through reliable service rendered in all departments. We are all aware that too many owners are driving "orphan cars" on which service and parts are unobtainable.

The fact that the Browning Automobile Company (Ogden's first automobile dealers) have kept faith with the public both in service rendered and standard of value given enables us to feel very optimistic towards the future. The motoring season which is now with us will find us, as in the past, solidly backing the Willys-Knight, Cadillac and Overland products.



YOU ARE ALWAYS SAFE

If you bring your car to us for repairs, we will give you a safe and sound opinion. If you don't believe properly, we will find out your car's condition and our work guaranteed to satisfy you. If you are troubled on the road, phone us whether it is day or night and we will come out and aid you.

JOSEPH & WORTHINGTON
AUTO REPAIRING
1234 Washington Phone 115
Night Phone 2092

For Sale by Owner

Kissell Touring, 1919 Model
Cord Tires, New Enamel, Runs and Looks Just Like New

Packard Twin Six, 1919
5-Passenger

SEE THEM AT THE BIG PAINT SHOP
1715 Washington Ave.

BROWNING AUTOMOBILE COMPANY

WILLYS-KNIGHT OVERLAND CADILLAC

Automobile Repairs, Accessories, Tires